

NEW HAMPSHIRE STATE LIQUOR COMMISSION
FEBRUARY 16, 2004, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Bacardi Big Apple Rum)
 - b. Test Market Request (Bunnahabhain Single Malt Scotch)
 - c. Test Market Results (Codes #5226, #4344, #5206 & #5216)
 - 2) April Special Offers:
 - a. 2 items – Perfecta Wine Company
 - b. 4 items – Pine State Trading Company
 - c. 1 item – M.S. Walker N.H.
 - d. 9 unmatched items – M.S. Walker N.H.
 - e. 24 items – Executive Wine & Spirits
 - f. 12 items – Martignetti Companies of N.H.
 - g. 97 items – Horizon Beverage Company
 - h. 45 unmatched items – United Beverages, Inc.
 - 3) One Time Buy (Buffalo Trace Bourbon)
 - 4) Appeal (Svedka Clementine Vodka)
- B. WINES:
 - 1) Special Offers for April 2005:
 - a. 3 items – Charles Saunders
 - b. 7 items – R.P. Imports
 - c. 18 items – E & J Gallo Winery
 - d. 26 items – Pine State Trading Company
 - e. 14 items – Martignetti Companies of N.H.
 - f. 33 items – Horizon Beverage Company

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- 2) Close Outs:
 - a. 3 items – Stone Creek wines
 - b. 37 items
- 3) Jorge Ordonez & Eric Solomon Feature Program
- 4) Hoya de Cadenas Purchase & Feature
- 5) Recommended Allocated Wines for Distribution to Selected Stores:
 - a. 8 items
 - b. 28 items
- 6) “R” Wines for Allocation to Licensees Selected by the Broker
(2 items)
- 7) Primary Source Submissions (10 items – primary source; 3 items –
exclusive agent; 10 items – imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN’S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford